LEO BURNETT U.S.A.
Ad No. 587—Dog Sled—Req. No. 99887—Page—4/c bleed—8¼ x 11¼ inches—National Magazines, 1975 (R)
Printed in U.S.A.

Parliament. The recessed filter cigarette.

1. Big Lew Hinton was a husky fellow whose cigarette holder gave him taste as clean as the driven snow.

2. No need for a cigarette holder today. Parliament's filter is recessed, so you taste only rich, clean tobacco flavor. It keeps clean taste on the right track.

It works like a cigarette holder works. For good taste.

Kings: 15 mg. "tar," 0.8 mg. nicotine
Box: 14 mg. "tar," 0.8 mg. nicotine
av. per cigarette, FTC Report Apr.'75

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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Source: https://www.industrydocuments.ucsf.edu/docs/jqjn0003

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